

LISTING OF THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method for providing an ad via a computer network, the method comprising:
combining, at a server, an ad input file with a conduit file separate from the ad input file, the combining using a merge tool that [[to]] automatically creates a single integrated ad file from the ad input file and the separate conduit file prior to the server serving the integrated ad file having a single file extension, the single integrated ad file having a single file extension and containing both the ad input file contents and the conduit file contents ~~prior to the server serving the integrated ad file~~, wherein the ad input file identifies the content of the ad and the conduit file comprises computer code to identify tracking data for the ad; and
serving the single integrated ad file from the server to provide the ad.
2. (Previously Presented) The method of claim 1 further comprising:
receiving, at the server, a modified ad input file, the modified ad input file representing a change to the content of the ad;
combining, at the server, the modified ad input file with the conduit file to create a modified single integrated ad file having a single file extension; and
serving the modified single integrated ad file from the server, thereby providing the ad having the change.
3. (Previously Presented) The method of claim 1 further comprising:
receiving, at the server, a modified conduit file, the modified conduit file representing a change to the tracking data;
combining, at the server, the modified conduit file with the ad input file to create a modified single integrated ad file having a single file extension; and

serving the modified single integrated ad file from the server, thereby providing the ad having the changed tracking data.

4. (Previously Presented) The method of claim 1 wherein the ad is a Flash ad and the conduit and ad files have .swf extensions.
5. (Previously Presented) The method of claim 1 wherein the ad input file includes an empty movie clip object and the combining includes inserting the conduit file into the empty movie clip object.
6. (Previously Presented) The method of claim 5 wherein the empty movie clip object is given a predefined name and the combining the ad input file and conduit file includes searching the ad input file for the predefined name.
7. (Previously Presented) The method of claim 1 wherein the ad includes one or more actions for linking to one or more web pages and wherein the ad input file specifies one or more button actions, each having an exit code, and wherein serving the single integrated ad file includes html code loading the single integrated ad file, the html code specifying URLs for the Web pages.
8. (Previously Presented) The method of claim 1 wherein serving the single integrated ad file includes html code loading the single integrated ad file, the html code including a variable and wherein the conduit file includes code that determines whether the ad opens in a parent window or new window based on the variable.
9. (Previously Presented) The method of claim 1 wherein serving the single integrated ad file includes html code loading a JavaScript file, the html code including a variable and wherein the JavaScript file includes code that determines whether the ad opens in a parent window or new window based on the variable.
10. (Previously Presented) The method of claim 1 wherein serving the single integrated ad file includes html code loading the single integrated ad file, the html code including a

tracking identifier, the method further comprising tracking the ad using code in the conduit file and the tracking identifier.

11. (Currently Amended) A method of facilitating providing an ad by loading a single integrated ad file, the method comprising:
identifying, at a server, a first file;
identifying, at the server, a second file, the second file being separate from the first file;
identifying, at the server, a placeholder in the first file; and
electronically inserting, by the server, the second file into the placeholder to create the single integrated ad file having a single file extension, the single integrated ad file including an ad and [[the]] computer code to identify tracking data for ~~providing~~ the ad.
12. (Original) The method of claim 11 wherein the first file specifies ad content code and the second file contains ad-tracking code.
13. (Previously Presented) The method of claim 12 further comprising:
receiving, at the server, a modified first file, the modified first file representing a change to the ad content and including the placeholder; and
inserting, at the server, the second file into the placeholder in the modified first file to create a modified single integrated ad file having a single file extension.
14. (Previously Presented) The method of claim 11, wherein the first file identifies ad tracking data, the method further comprising:
receiving, at the server, a modified first file, the modified first file representing a change to the tracking data; and
inserting, at the server, the second file into the placeholder in the modified first file to create a modified single integrated ad file having a single file extension.
15. (Original) The method of claim 11 wherein the placeholder is an empty movie clip.

16. (Currently Amended) A method of facilitating providing an ad by loading a single integrated ad file, the method comprising:
identifying, at a server, a first file;
identifying, at the server, a second file, the second file being separate from the first file;
identifying, at the server, a third file, the third file being separate from the first and second files;
identifying, at the server, a first placeholder and a second placeholder in the third file;
and
electronically inserting, by the server, the first file into the first placeholder and
electronically inserting, by the server, the second file into the second placeholder
to create the single integrated ad file having a single file extension, the single
integrated ad file including an ad and the computer code to identify tracking data
for ~~providing~~ the ad.
17. (Original) The method of claim 16 wherein the first placeholder is an empty movie clip.
18. (Currently Amended) The method of claim 16 further comprising html code in addition to the computer code, the html code loading the third file.
19. (Original) The method of claim 18 wherein the third file includes one or more buttons corresponding to links to one or more web pages, and wherein the html code specifies URLs for the one or more web pages.
20. (Original) The method of claim 16 wherein the inserting includes using an executable program.
21. (Original) The method of claim 16 wherein the inserting includes using a web-based application.
22. (Previously Presented) The method of claim 16 wherein the first file includes ad content, the single integrated ad file including the ad content and wherein the method is further for

creating a modified single integrated ad file including a change to the ad content, the method further comprising:

identifying, at the server, a modified first file, the first file including the change;

inserting, at the server, the modified first file into the first placeholder and

inserting, at the server, the second file into the second placeholder to create the modified single integrated ad file having a single file extension.

23. (Previously Presented) The method of claim 16 wherein the first file includes ad tracking data, the single integrated ad file including the ad tracking data and wherein the method is further for creating a modified single integrated ad file including a change to the ad tracking data, the method further comprising:
- identifying, at the server, a modified first file, the first file including the change;
- inserting, at the server, the modified first file into the first placeholder and inserting the second file into the second placeholder to create the modified single integrated ad file having a single file extension.
24. (Currently Amended) A computer readable storage medium having computer executable instructions stored thereon for performing a method of creating a single integrated ad file used in providing an ad, the method comprising:
- identifying, at a server, a first file;
- identifying, at the server, a second file, the second file being separate from the first file;
- identifying, at the server, a placeholder in the first file; and
- electronically inserting, at the server, the second file into the placeholder to create the single integrated ad file having a single file extension, the single integrated ad file containing computer code to identify tracking data for ~~providing~~ the ad.
25. (Previously Presented) The computer readable storage medium of claim 24 wherein the first file is an ad input file and the second file is a conduit file.
26. (Previously Presented) The computer readable storage medium of claim 25 wherein the ad input file and conduit file are created using Flash.

27. (Previously Presented) The computer readable storage medium of claim 26 wherein the placeholder is a movie clip.
28. (Currently Amended) The computer readable storage medium of claim 25 wherein the single integrated ad file is for providing a modified ad, the method further comprising:
identifying, at the server, a modified first file, the modified first file including a change to
the ad;
inserting, at the server, the second file into the placeholder to create a[[n]] modified
single integrated ad file having a single file extension, the single integrated ad file
including the change.
29. (Cancelled)
30. (Cancelled)
31. (Previously Presented) The computer readable storage medium of claim 24 wherein the single integrated ad file includes one or more exit codes referring to one or more URL variables.
32. (Currently Amended) The computer readable storage medium of claim 31 wherein the single integrated ad file is designed to be loaded by code in addition to the computer code, the code specifying one or more URLs corresponding to the one or more URL variables, the code populating the one or more URL variables with the one or more URLs.
33. (Currently Amended) The method of claim 1, wherein the ad is provided to a user computer via the internet and the combining of the files is in response to receiving a request for a Web page, and wherein serving ~~servicing~~ the single integrated ad file includes providing the ad as part of the Web page.